

Multiple choice questions for
“MARKETING”

Developed from the book of
“PHILIP KOTLER”

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MULTIPLE-CHOICE QUESTIONS – MARKETING

1. Which of the following information forms available to the marketing manager can usually be accessed more quickly and cheaply than other information sources?
 - a. Marketing intelligence
 - b. Marketing research
 - c. Customer profiles
 - d. Internal databases
2. All of the following are considered to be drawbacks of local marketing EXCEPT:
 - a. it can drive up manufacturing and marketing costs by reducing economies of scale.
 - b. it can create logistical problems when the company tries to meet varied requirements.
 - c. it can attract unwanted competition.
 - d. it can dilute the brand's overall image.
3. Cognitive dissonance occurs in which stage of the buyer decision process model?
 - a. Need recognition
 - b. Information search
 - c. Evaluation of alternatives
 - d. Post purchase behavior
4. That the company that overlooks new and better ways to do things will eventually lose customers to another company that has found a better way of serving customer needs is a major tenet of:
 - a. innovative marketing.
 - b. consumer-oriented marketing.
 - c. value marketing.

- d. sense-of-mission marketing.
5. The biggest or greatest amount of involvement in a foreign market comes through which of the following?
- a. Exporting
 - b. Joint venturing
 - c. Licensing
 - d. Direct investment
6. A _____ is a good offered either free or at low cost as an incentive to buy a product.
- a. patronage reward
 - b. spiff
 - c. price pack
 - d. premium
7. Setting call objectives is done during which of the following stages of the selling process?
- a. Prospecting
 - b. Pre approach
 - c. Approach
 - d. Handling objections
8. Pricing to cover variable costs and some fixed costs, as in the case of some automobile distributorships that sell below total costs, is typical of which of the following pricing objectives?
- a. Current profit maximization
 - b. Product quality leadership
 - c. Market share leadership
 - d. Survival

9. In determining sales force size, when a company groups accounts into different size classes and then determines the number of salespeople needed to call on them the desired number of times, it is called the:
- key-size approach.
 - work-load approach.
 - product-need approach.
 - call-service approach.
10. _____ is products bought by individuals and organizations for further processing or for use in conducting a business.
- Consumer products
 - Services
 - Industrial products
 - Specialty products
11. All of the following would be ways to segment within the category of psychographic segmentation EXCEPT:
- social class.
 - occupation.
 - lifestyle.
 - personality.
12. The _____ is a person within a reference group who, because of special skills, knowledge, personality, or other characteristics, exerts influence on others.
- facilitator
 - referent actor
 - opinion leader
 - social role player
13. _____ describes changes in an individual's behavior arising from experience.

- a. Modeling
 - b. Motivation
 - c. Perception
 - d. Learning
14. Concerns that the manufacturers of harmful products such as tobacco have influence on lawmakers to the detriment of the public interest is used as evidence of which criticism of marketing?
- a. Too much advertising.
 - b. Too few social goods.
 - c. Cultural pollution.
 - d. Too much political power.
15. The Internet evolved from a network created by _____ during the 1960s.
- a. the Commerce Department
 - b. the Massachusetts Institute of Technology (MIT)
 - c. Northwestern University
 - d. the Defense Department
16. In terms of execution styles, a family seated at the dinner table enjoying the advertised product would be an example of which of the following types of advertising?
- a. Slice of life
 - b. Lifestyle
 - c. Mood or imagery
 - d. Personality symbol
17. A child in the United States is normally exposed to all of the following values EXCEPT:
- a. achievement and success.
 - b. activity and involvement.
 - c. material comfort.

- d. collectivism.
18. _____ has contractual authority to sell a manufacturer's entire output.
- Selling agents
 - Rack jobbers
 - Manufacturer's agents
 - Purchasing agents
19. Sellers that handle their own exports are engaged in:
- direct exporting.
 - indirect exporting.
 - licensing.
 - contract manufacturing.
20. More and more salespeople are being evaluated and compensated based on different measures than in the past. All of the following are illustrations of those measures EXCEPT:
- long-term customer satisfaction.
 - competitive predatory pricing performance.
 - full customer service.
 - retention rates.
21. _____ includes practices such as overstating the product's features or performance, luring the customer to the store for a bargain that is out of stock, or running rigged contests.
- Deceptive promotion
 - Deceptive packaging
 - Deceptive pricing
 - Deceptive cost structure
22. The orange juice manufacturers know that orange juice is most often consumed in the mornings. However, they would like to change this and make the drink acceptable

during other time periods during the day. Which form of segmentation would they need to work with and establish strategy reflective of their desires?

- a. gender segmentation
 - b. benefit segmentation
 - c. occasion segmentation
 - d. age and life-cycle segmentation
23. The typical method of retail operation used by supermarkets and catalog showrooms is called:
- a. self-service retailing.
 - b. limited-service retailing.
 - c. full-service retailing.
 - d. service-merchandiser.
24. A(n) _____ are computerized collections of information obtained from data sources within the company.
- a. retrieval systems
 - b. marketing research reports
 - c. flow diagrams and PERT charts
 - d. internal databases
25. The total number of items that the company carries within its product lines refers to the _____ of the product mix.
- a. width
 - b. depth
 - c. length
 - d. consistency
26. The use of price points for reference to different levels of quality for a company's related products is typical of which product-mix pricing strategy?
- a. Optional-product pricing

- b. Captive-product pricing
 - c. By-product pricing
 - d. Product line pricing
27. If a company's objective were to reach masses of buyers that were geographically dispersed at a low cost per exposure, the company would likely choose which of the following promotion forms?
- a. Advertising
 - b. Personal selling
 - c. Public relations
 - d. Sales promotion
28. Using a successful brand name to introduce additional items in a given product category under the same brand name (such as new flavors, forms, colors, added ingredients, or package sizes) is called a(n):
- a. line extension.
 - b. brand extension.
 - c. multi branding.
 - d. new brands.
29. Successful service companies focus their attention on both their customers and their employees. They understand _____, which links service firm profits with employee and customer satisfaction.
- a. internal marketing
 - b. service-profit chains
 - c. interactive marketing
 - d. service differentiation
30. _____ is quoted as saying that "everyone lives by selling something."
- a. Bill Gates
 - b. Robert Louis Stevenson

- c. Arthur Miller
 - d. Henry Ford
31. Anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need is called a(n):
- a. idea.
 - b. demand.
 - c. product.
 - d. service.
32. The type of sales presentation approach that requires good listening and problem-solving skills is the:
- a. canned approach.
 - b. formula approach.
 - c. need-satisfaction approach.
 - d. critical-thinking approach.
33. Yahoo, Info seek, and Excite are all called:
- a. browsers.
 - b. Webcasters.
 - c. search engines.
 - d. software.
34. Successful _____ depends on how well a company blends its people, organizational structure, decision and reward systems, and company culture into a cohesive program that supports its strategies.
- a. marketing strategy
 - b. marketing control
 - c. marketing analysis

- d. marketing implementation
35. Wal-Mart owned Sam's club is an example of a retail form called a(n):
- a. factory outlet.
 - b. super specialty store.
 - c. seconds store.
 - d. warehouse club.
36. _____ is the general term for a buying and selling process that is supported by electronic means.
- a. Internet commerce
 - b. Web commerce
 - c. Computer commerce
 - d. Electronic commerce
37. When a company enters a new product category for which its current brand names are not appropriate, it will likely follow which of the following brand strategies?
- a. Product extensions
 - b. Line extensions
 - c. Brand extensions
 - d. New brands
38. _____ consists of dividing a market into distinct groups of buyers on the basis of needs, characteristics, or behavior who might require separate products or marketing mixes.
- a. Product differentiation
 - b. Market segmentation
 - c. Market targeting
 - d. Market positioning

39. _____ are ads that appear while subscribers are surfing online services or Web sites, including banners, pop-up windows, "tickers," and "roadblocks."
- Online infomercials
 - Online ads
 - Online broadcasts
 - Online bullets
40. In terms of special product life cycles, a _____ is a basic and distinctive mode of expression.
- genre
 - style
 - fashion
 - fad
41. _____ is a principle of enlightened marketing that requires that a company seek real product and marketing improvements.
- Innovative marketing
 - Consumer-oriented marketing
 - Value marketing
 - Sense-of-mission marketing
42. Many U.S. firms have sought relief from foreign competition by demanding protectionism policies by the U.S. government. A better way for companies to compete is to expand into foreign markets and:
- lower prices.
 - increase promotion both at home and abroad.
 - continuously improve their products at home.
 - join into cartels at home.
43. _____ is the process of evaluating each market segment's attractiveness and selecting one or more segments to enter.

- a. Mass marketing
 - b. Market segmentation
 - c. Market targeting
 - d. Market positioning
44. It is a fact that there are 24 million left-handed people in the United States, however, most marketers do not attempt to appeal to or design products for this group because there is little in the way of census data about this group. Therefore, this group fails in one of the requirements for effective segmentation. Which of the following is most likely to apply in this case?
- a. actionable
 - b. substantial
 - c. differentiable
 - d. measurable
45. The fact that services are sold, produced, and consumed at the same time refers to which of the following service characteristics?
- a. Intangibility
 - b. Inseparability
 - c. Variability
 - d. Perishability
46. _____ factors are the most popular bases for segmenting customer groups.
- a. Geographic
 - b. Demographic
 - c. Psychographic
 - d. Behavioral
47. A manufacturer has four sponsorship options. A _____ is a brand created and owned by a reseller of a product or service.
- a. licensed brand

- b. manufacturer's brand
 - c. private brand
 - d. co-brand
48. When Michael Jordan and Tiger Woods use marketing to promote their careers and improve their impact and incomes, they are using:
- a. cause-related marketing.
 - b. idea marketing.
 - c. nonprofit marketing.
 - d. person marketing.
49. 3M runs a Pollution Prevention Pays program that has led to a substantial reduction in pollution and costs. This would be an example of responding to which of the following?
- a. Nader's raiders.
 - b. The "green movement."
 - c. Governmental regulation.
 - d. International competition.
50. When an international seller sells a plant, equipment, or technology to another country and agrees to take payment in the resulting products, it is called:
- a. barter.
 - b. buy-back.
 - c. counter purchase.
 - d. like-value exchange.
51. The stage is the product life cycle that focuses on expanding market and creating product awareness and trial is the:
- a. decline stage.
 - b. introduction stage.
 - c. growth stage.

- d. maturity stage.
52. Which of the following promotional budget methods wrongly views sales as the cause of promotion rather than as the result?
- a. Affordable method
 - b. Percentage-of-Sales method
 - c. Competitive-parity method
 - d. Objective-and-task method
53. If the field sales force has been supplied with new leads (via the telephone) that have been qualified, they have probably been assisted by:
- a. master salespersons.
 - b. sales assistants.
 - c. technical support persons.
 - d. telemarketers.
54. _____ is setting the price steps between various products in a product line based on cost differences between the products, customer evaluations of different features, and competitors' prices.
- a. Optional-product pricing
 - b. Captive-product pricing
 - c. Product line pricing
 - d. By-product pricing
55. Rolls Royce uses which of the following distribution formats?
- a. Intensive distribution
 - b. Exclusive distribution
 - c. Selective distribution
 - d. Open distribution

56. Drop shippers perform which of the following functions?
- Assumes title and ships coal, lumber, or heavy equipment to a buyer.
 - Stocks the bread rack in a grocery store.
 - Maintains, owns, and stocks a CD display in a grocery store.
 - Sells jewelry out of a catalog.
57. A set of interdependent organizations involved in the process of making a product or service available for use or consumption by the consumer or business user is called a(n):
- retailer.
 - wholesaler.
 - distribution channel.
 - logistics.
58. _____ beliefs and values are open to some degree of change.
- Crucial
 - Core
 - Primary
 - Secondary
59. According to Engel's law, as income rises:
- the percentage spent on food rises.
 - the percentage spent on housing increases.
 - the percentage spent on other categories increases.
 - the percentage spent on savings remains constant.
60. The Wheeler-Lea Act gives the Federal Trade Commission the power to regulate:
- interstate commerce.

- b. marketing ethics.
 - c. unfair and deceptive acts or practices.
 - d. competitive advertising of objective product benefits.
61. In evaluating messages for advertising, telling how the product is better than the competing brands aims at making the ad:
- a. meaningful.
 - b. distinctive.
 - c. believable.
 - d. remembered.
62. When an importing country sets limits on the amount of goods it will accept in certain product categories it is called a(n):
- a. quota.
 - b. barrier.
 - c. tariff.
 - d. embargo.
63. According to the price/quality strategy matrix, when a company overprices its product in relation to its quality it is considered to be using which type of strategy?
- a. Good-value strategy.
 - b. Premium strategy.
 - c. Overcharging strategy.
 - d. Snob strategy.
64. _____ is the practice of adopting policies and developing strategies that both sustain the environment and produce profits for the company.
- a. Environmentalism
 - b. Environmental sustainability
 - c. Consumerism

- d. Consumer accountability
65. A _____ is a promotion strategy that calls for using the sales force and trade promotion to move the product through channels.
- a. push strategy
 - b. pull strategy
 - c. blocking strategy
 - d. integrated strategy
66. Consumer goods with unique characteristics or brand identification often requiring a special purchase effort are called:
- a. custom products.
 - b. specialty products.
 - c. convenience products.
 - d. shopping products.
67. Even though buying roles in the family change constantly, the _____ has traditionally been the main purchasing agent for the family.
- a. wife
 - b. husband
 - c. teenage children
 - d. grandparent
68. A(n) _____ is a retail store that carries a narrow product line with a deep assortment within that line.
- a. shopping goods store
 - b. convenience store
 - c. specialty store
 - d. department store

69. The purpose of strategic planning is to find ways in which the company can best:
- overcome losses.
 - use its strengths to take advantage of attractive opportunities in the environment.
 - avoid paying taxes.
 - avoid the expense of costly research and development while still getting the benefits.
70. Which of the following is NOT one of the five stages of the buyer decision process?
- need recognition
 - brand identification
 - information search
 - purchase decision
71. A _____ is a need that is sufficiently pressing to direct the person to seek satisfaction.
- motive
 - want
 - demand
 - requirement
72. If a firm were to bid to do a "turnkey" operation where they would choose a building site, designing a cement factory to build the plant, hire construction crews, assemble materials and equipment to run the new factory, and turn over the finished factory ready to operate to the owners, the firm would be using which of the following?
- Core process products selling
 - Design products selling
 - Reciprocal selling
 - Systems selling
73. According to the text, the most dramatic of the environments that affect marketing and

appears to be now shaping our world is the _____ environment.

- a. natural
- b. demographic
- c. economic
- d. technological

74. The "in" suppliers are most likely to get nervous and feel pressure to put their best foot forward in which of the following types of buying situations?
- a. modified rebuy
 - b. new task buying
 - c. straight rebuy
 - d. indirect rebuy
75. All of the following are ways that marketing plays a key role in the company's strategic planning EXCEPT:
- a. marketing provides a guiding philosophy.
 - b. marketing is the only discipline that can provide a formal structure for the planning effort.
 - c. marketing provides inputs to strategic planners by helping to identify attractive market opportunities.
 - d. within individual business units, marketing designs strategies for reaching the unit's objectives.
76. Which of the following is foreign owned (even though it is traditionally thought of as a U.S. company)?
- a. IBM
 - b. Xerox
 - c. Kodak
 - d. Universal Studios
77. In an example discussed in your text, Johnson & Johnson's recall of their Tylenol

product following the discovery that several bottles of Tylenol had been laced with cyanide is consistent with which business philosophy?

- a. The marketing concept.
- b. The product concept.
- c. The selling concept.
- d. The societal marketing concept.

78. _____ is the step in the selling process in which the salesperson learns as much as possible about a prospective customer before making a sales call.

- a. Prospecting
- b. Pre approach
- c. Approach
- d. Handling objections

79. A company's compensation plan should reflect its overall marketing strategy. For example, if the overall strategy is to grow rapidly and gain market share, the compensation plan should reward:

- a. loyalty and perseverance.
- b. spot selling and old product rejuvenation.
- c. high sales performance and encourage capturing new accounts.
- d. high pressure situations and competitive reaction.

80. Traditionally, companies have defined their businesses in product terms or in technological terms. However, mission statements should be all of the following EXCEPT:

- a. market oriented.
- b. a statement of religion.
- c. motivating.
- d. based on distinctive competencies.

81. A price reduction to buyers who buy in large volumes is called a(n):

- a. quantity discount.
 - b. cash discount.
 - c. seasonal discount.
 - d. trade discount.
82. R&D and engineering first produce the product concept into a physical product during which of the following stages of the new product development process?
- a. Concept development and testing
 - b. Marketing strategy
 - c. Business analysis
 - d. Product development
83. All of the following are criticisms leveled against marketing by critics EXCEPT:
- a. harming consumers through high prices.
 - b. harming consumers through deceptive practices.
 - c. harming consumers through high-pressure selling.
 - d. harming consumers through too many product choices.
84. If Toyota describes one of its cars of the future as being "a moderately priced subcompact designed as a second family car to be used around town; the car is ideal for running errands and visiting friends," then the company has just stated a potential new product in terms of a(n):
- a. product idea
 - b. product image
 - c. product concept
 - d. product feature
85. The primary reason that many companies work to become the "low-cost producers" in their industry is because:
- a. they can generate more advertising.
 - b. they can please top management.

- c. they can gain tax advantages.
 - d. they can set lower prices that result in greater sales and profits.
86. Conflicts between different levels of the same channel of distribution are referred to as:
- a. horizontal conflicts.
 - b. vertical conflicts.
 - c. layer-based conflicts.
 - d. parallel conflicts.
87. _____ is a philosophy holding that a company's marketing should support the best long-run performance of the marketing system.
- a. Enlightened marketing
 - b. Myopic marketing
 - c. Fundamental marketing
 - d. Conceptual marketing
88. A company is practicing _____ if it focuses on subsegments with distinctive traits that may seek a special combination of benefits.
- a. micromarketing
 - b. niche marketing
 - c. mass marketing
 - d. segment marketing
89. If a consumer describes a car as being the "most economical car on the market," then this descriptor is a:
- a. rule.
 - b. attitude.
 - c. belief.
 - d. cue.

90. All of the following are commonly recognized promotion budget formats EXCEPT:
- the affordable method.
 - the LIFO method.
 - the percentage-of-sales method.
 - the objective-and-task method.
91. When a company reviews sales, costs, and profit projections for a new product to find out whether these factors satisfy the company's objectives, they are in which of the following new process development stages?
- Concept development and testing.
 - Commercialization.
 - Business analysis.
 - Marketing strategy development.
92. _____ is a strategy of using a successful brand name to launch a new or modified product in a new category.
- Duo branding
 - Line extension
 - Brand extension
 - Multi branding
93. The fact that services cannot be stored for later use or sale is evidence of their:
- intangibility.
 - inseparability.
 - variability.
 - perishability.
94. _____ is the concept under which a company carefully integrates and coordinates its many communications channels to deliver a clear, consistent, and compelling message about the organization and its products.
- The promotion mix
 - Integrated international affairs

- c. Integrated marketing communications
 - d. Integrated demand characteristics
95. Catalog marketing is big business in the United States. The average household receives _____ catalogs per year.
- a. 25
 - b. 50
 - c. 75
 - d. 100
96. A company faces several major decisions in international marketing. The first of these decisions is often:
- a. deciding whether to go international.
 - b. looking at the global marketing environment.
 - c. deciding which markets to enter.
 - d. deciding how to enter markets.
97. A _____ is the way consumers perceive an actual or potential product.
- a. product idea
 - b. product image
 - c. product concept
 - d. product feature
98. The American Marketing Association suggests a list of code of ethics. All of the following are ethics suggested in the area of distribution EXCEPT:
- a. not manipulating the availability of a product for purpose of exploitation.
 - b. not using coercion in the marketing channel.
 - c. using gray marketers whenever possible to save the consumer money.
 - d. not exerting undue influence over the reseller's choice to handle a product.

99. Given recent information about growth trends and growth potential of ethnic populations within the U.S. market, which of the following ethnic groups would be a best bet to double during the next half century and become one of the U.S. market's most viable segments?
- Hispanics and Asians
 - African Americans
 - Western Europeans
 - Middle Eastern
100. All of the following are methods by which a company can divide up its sales responsibilities EXCEPT:
- territorial sales force structure.
 - psychographic trait sales force structure.
 - product sales force structure.
 - customer sales force structure.
101. If your company were to make a product such as a suit of clothes and sold that product to a retailer, your company would have sold to the _____ market.
- reseller
 - business
 - government
 - service
102. The course of a product's sales and profits over its lifetime is called:
- the sales chart.
 - the dynamic growth curve.
 - the adoption cycle.
 - the product life cycle.
103. The type of trade-promotion discount in which manufacturers agree to reduce the price to the retailer in exchange for the retailer's agreement to feature the manufacturer's

products in some way is called a(n):

- a. discount.
- b. allowance.
- c. premium.
- d. rebate.

104. The most logical budget setting method is found in the list below. Which is it?

- a. Affordable method
- b. Percentage-of-Sales method
- c. Competitive-parity method
- d. Objective-and-task method

105. The place in the business buying behavior model where interpersonal and individual influences might interact is called the:

- a. environment.
- b. response.
- c. stimuli.
- d. buying center.

106. When producers, wholesalers, and retailers act as a unified system, they comprise a:

- a. conventional marketing system.
- b. power-based marketing system.
- c. horizontal marketing system.
- d. vertical marketing system.

107. One common misuse of marketing research findings in contemporary business is the tendency for marketing research to:

- a. become a vehicle for pitching the sponsor's products.
- b. become a vehicle for discriminating in the marketplace.
- c. become a means for raising prices.

d. become a means for unfair competition.

108. _____ is a person's distinguishing psychological characteristics that lead to relatively consistent and lasting responses to his or her own environment.

- a. Psychographics
- b. Personality
- c. Demographics
- d. Lifestyle

109. _____ has the advantage of being high in selectivity; low cost; immediacy; and interactive capabilities.

- a. Direct Mail
- b. Outdoor
- c. Online
- d. Radio

110. The choice between high markups and high volume is part of which of the following retailer marketing decisions?

- a. Target market decisions
- b. Product assortment and services decisions
- c. Pricing decisions
- d. Promotion decisions

111. If an advertiser wants flexibility, timeliness, good local market coverage, broad acceptability, and high believability, the advertiser will probably choose which of the following mass media types?

- a. Newspapers
- b. Television
- c. Direct Mail
- d. Radio

112. If your company were to make light bulbs to be used in photocopiers, you would most likely be selling to a _____ market.

- a. reseller
- b. business
- c. government
- d. service

113. If a government uses barriers to foreign products such as biases against a foreign company's bids, or product standards that go against a foreign company's product features, the government is using:

- a. protectionism.
- b. exchange controls.
- c. exchange facilitators.
- d. nontariff trade barriers.

114. A(n) _____ is a name, term, sign, symbol, or design, or a combination of these that identifies the maker or seller of a product or service.

- a. product feature
- b. sponsorship
- c. brand
- d. logo

115. All of the following factors can affect the attractiveness of a market segment EXCEPT:

- a. the presence of many strong and aggressive competitors.
- b. the likelihood of government monitoring.
- c. actual or potential substitute products.
- d. the power of buyers in the segment.

116. A _____ is any activity or benefit offered for sale that is essentially intangible and does not result in the ownership of anything.

- a. demand

- b. basic staple
- c. product
- d. service

117. If Mark Mars pays Hershey Foods Corporation for the right to use their name on his line of T-shirts, then Mr. Mars is using which type of branding?
- a. Licensed brand
 - b. Manufacturer's brand
 - c. Private brand
 - d. Co-brand
118. When personal interviewing involves inviting six to ten people to gather for a few hours with a trained interviewer to talk about a product, service, or organization, the method is called:
- a. selective sponsorship.
 - b. probing.
 - c. focus group interviewing.
 - d. the Delphi method.
119. The _____ holds that consumers will favor products that are available and highly affordable (therefore, work on improving production and distribution efficiency).
- a. product concept
 - b. production concept
 - c. production cost expansion concept
 - d. marketing concept
120. If advertising constantly sends out messages about materialism, sex, power, and status, which of the following categories of social criticism most closely matches this problem?
- a. Too much advertising.
 - b. Too few social goods.

- c. Cultural pollution.
 - d. Too much political power.
121. A company is in the _____ stage of the new product development process when the company develops the product concept into a physical product in order to assure that the product idea can be turned into a workable product.
- a. product development
 - b. commercialization
 - c. marketing strategy
 - d. business analysis
122. The shrinking of distances due to technological advances such as computer and fax connections by telephone, are one characteristic of what new challenge to marketing?
- a. Rapid globalization.
 - b. The changing world economy.
 - c. The call for more socially responsible marketing.
 - d. The micro-chip revolution.
123. Joining with foreign companies to produce or market products and services is called:
- a. direct exporting.
 - b. indirect exporting.
 - c. licensing.
 - d. joint venturing.
124. The major advantage of survey research is its:
- a. simplicity.
 - b. structure.
 - c. organization.
 - d. flexibility.

125. The type of salesforce structure in which the salesforce sells along product lines is called a:
- territorial salesforce.
 - product salesforce.
 - customer salesforce.
 - retail salesforce.
126. A "three-day cooling off period" in which buyers can cancel a contract after re-thinking it is to protect the consumer from:
- creative selling
 - high pressure selling
 - detail selling
 - hard core selling
127. The practice of going after a large share of a smaller market or subsets of a few markets is called:
- undifferentiated marketing.
 - differentiated marketing.
 - concentrated marketing.
 - turbo marketing.
128. When Coca-Cola and Nestle formed a joint venture to market a ready-to-drink coffee and tea worldwide, the type of marketing system that was formed would best be described as being a(n):
- vertical marketing system
 - parallel marketing system
 - diversified marketing system
 - horizontal marketing system

129. _____ is screening new-product ideas in order to spot good ideas and drop poor ones as soon as possible.
- Idea generation
 - Concept development and testing
 - Idea screening
 - Brainstorming
130. When a marketing research organization chooses a segment of the population that represents the population as a whole, they have chosen a _____.
- group
 - bi-varient population
 - sample
 - market target
131. The goal of the marketing logistics system should be to provide:
- a targeted level of promotional support.
 - a targeted level of customer service at the least cost.
 - a targeted level of transportation expense ratio.
 - a targeted level of field support.
132. Setting the promotion budget so as to match the budgets of the competition is characteristic of which of the following budget methods?
- Affordable method
 - Percentage-of-Sales method
 - Competitive-parity method
 - Objective-and-task method
133. If a company (considering its options on the product/market expansion grid) chooses to move into different unrelated fields (from what it has ever done before) with new products as a means to stimulate growth, the company would be following which of the

following general strategies?

- a. market penetration
- b. market development
- c. product development
- d. diversification

134. Technological advances, shifts in consumer tastes, and increased competition, all of which reduce demand for a product are typical of which stage in the PLC?

- a. decline stage
- b. introduction stage
- c. growth stage
- d. maturity stage

135. If Honda uses its company name to cover such different products as its automobiles, lawn mowers, and motorcycles, it is practicing which of the following strategies?

- a. new brand strategy
- b. line extension strategy
- c. multibrand strategy
- d. brand extension strategy

136. The process that turns marketing strategies and plans into marketing actions in order to accomplish strategic marketing objectives is called:

- a. Marketing strategy.
- b. Marketing control.
- c. Marketing analysis.
- d. Marketing implementation.

137. Each salesperson is assigned to an exclusive area in which to sell the company's full line of products or services in which type of salesforce structure?

- a. Territorial sales force.
- b. Product sales force.
- c. Customer sales force.
- d. Hybrid sales force.

138. The last stage in the selling process is the _____ stage.

- a. approach
- b. handling objections
- c. closing
- d. follow-up

139. In 1985, the Coca-Cola Company made a classic marketing blunder with its deletion of its popular Coca-Cola product and introduction of what it called New Coke. Analysts now believe that most of the company's problems resulted from poor marketing research. As the public demanded their "old Coke" back, the company relented and reintroduced Coca-Cola Classic (which has regained and surpassed its former position) while New Coke owns only 0.1 percent of the market. Which of the following marketing research mistakes did Coca-Cola make?

- a. They did not investigate pricing correctly and priced the product too high.
- b. They did not investigate dealer reaction and had inadequate distribution.
- c. They defined their marketing research problem too narrowly.
- d. They failed to account for the Pepsi Challenge taste test in their marketing efforts.

140. Costs that do not vary with production or sales levels are called:

- a. fixed costs.
- b. variable costs.
- c. standard costs.
- d. independent costs.

141. All of the following are thought to be sources of new product ideas EXCEPT:

- a. internal sources.

- b. customers.
- c. competitors.
- d. the local library.

142. Today, advertising captures about ____ percent of total promotion spending.

- a. 15
- b. 23
- c. 29
- d. 33

143. The first modern environmental movement in the United States began in the:

- a. 1940s.
- b. 1950s.
- c. 1960s and 1970s.
- d. mid-1980s.

144. One of the most common problems with using internal database information is that:

- a. since it was probably collected for some other purpose, it may be incomplete or wrong.
- b. it is usually expensive to retrieve.
- c. top executives are usually unwilling to relinquish data, therefore, the data has limits.
- d. the data is almost always unsecured and, therefore, suspect as to reliability.

145. Regulations that arise to ensure that firms take responsibility for the social costs of their products or production processes stem from which reason for government legislation of business?

- a. To protect companies from each other.
- b. To protect consumers from unfair business practices.
- c. To protect the interests of society.

d. To protect businesses from unfair consumer demands.

146. The advantages of audience selectivity, no ad competition and personalization apply to which type of media?

- a. Newspapers
- b. Television
- c. Direct Mail
- d. Radio

147. One of the most promising developments in multivariable segmentation is called _____ where a host of demographic and socioeconomic factors are used.

- a. terragraphic segmentation
- b. fermagraphic segmentation
- c. geothermy segmentation
- d. geodemographic segmentation

148. When companies make marketing decisions by considering consumers' wants and the long-run interests of the company, consumer, and the general population, they are practicing which of the following principles?

- a. Innovative marketing
- b. Consumer-oriented marketing
- c. Value marketing
- d. Societal marketing

149. The study of human populations in terms of size, density, location, age, gender, race, occupation, and other statistics is called:

- a. Geothermy.
- b. Demography.
- c. Ethnography.
- d. Hemos-popography.

150. Marketers are sometimes accused of deceptive practices that lead consumers to believe they will get more value than they actually do. _____ includes practices such as falsely advertising "factory" or "wholesale" prices or a large price reduction from a phony high retail price.

- a. Deceptive promotion
- b. Deceptive packaging
- c. Deceptive pricing
- d. Deceptive cost structure

Answer Key – Marketing Sample Questions

1. d
2. c
3. d
4. a
5. d
6. d
7. b
8. d
9. b
10. c
11. b
12. c
13. d
14. d
15. d
16. a
17. d
18. a
19. a
20. b
21. a
22. c
23. a
24. d
25. c
26. d
27. a
28. a

29. b

30. b

31. c

32. c

33. c

34. d

35. d

36. d

37. d

38. b

39. b

40. b

41. a

42. c

43. c

44. d

45. b

46. b

47. c

48. d

49. b

50. b

51. b

52. b

53. d

54. c

55. b

56. a

57. c

58. d

59. c

60. c

61. b

62. a

63. c

64. b

65. a

66. b

67. a

68. c

69. b

70. b

71. a

72. d

73. d

74. a

75. b

76. d

77. d

78. b

79. c

80. b

81. a

82. d

83. d

84. c

85. d

86. b

87. a

88. b

89. c

90. b

91. c

92. c

93. d

94. c

95. b

96. b

97. b

98. c

99. a

100. b

101. a

102. d

103. b

104. d

105. d

106. d

107. a

108. b

109. c

110. c

111. a

112. b

113. d

114. c

115. b

116. d

117. a

118. c

119. b

120. c

121. a

122. a

123. d

124. d

125. b

126. b

127. c

128. d

129. c

130. c

131. b

132. c

133. d

134. a

135. d

136. d

137. a

138. d

139. c

140. a

141. d

142. b

143. c

144. a

145. c

146. c

147. d

148. d

149. b

150. c